

Flip chart notes from Complete Count Committee Meeting #4

Marketing

- Reviewing existing materials
- Identifying partners
- Messaging
 - o #AlexCounts, #April 1st
 - o Social Media Presence
 - Memes
 - Gifs
 - WhatsApp => share in community
 - o TV, radio, bus ads.
 - o No Matter Where You Are/Where to Want to Go....You Count
 - o Why Census matters
 - Election: one way resident voice counts
 - o Fun, memorable ads
 - o Privacy
 - Reassure sensitivity around confidential info
 - o Time and ease
 - Compare to other online activities
- Activities
 - o Engage students to envision the better future
- Alexandria Specific messaging kit
 - o Newsletter
 - o Soc. Media
 - o Direct Mailing
 - o Posters
- Info on what mode is most effective for Communities

Concerns

- Privacy
- How to calculate undercount

Schools

- Ensure teachers can communicate importance of Census
 - o Provide Curriculum materials
- Engage students and teachers in outreach
 - o School Clubs
 - o Volunteer hours
- Coordinate messaging around resources
- Share materials at School events
 - o Identify trusted messages
 - o Give out survey
- Coordinate with Scholl Staff
 - o Census Ambassadors

Next steps

- Meet with ACPS school leadership
- Coordinate with private schools, prioritizing ACPS
- Coordinate with library
 - o Free books on Census
- Coordinate with messaging to other schools
 - o Identify possible synergies
- Staff is coordinating with Principals
 - o CM Aguirre and Sierra meeting with Leadership Team

Sierra's organizational tasks

Create documents for collaboration on Google Drive

- Messaging Themes
- Locations / events
- Trusted messengers'
- Send Google drive Invite again
- Abdul Rahman volunteer at Samuel Tucker
- Follow Up e mail with presentation for community events
- Add flyer on webpage - any edits? Add hashtag (also to webpage)
- Translation of materials
- Statistics & Census Curriculum
- National Night Out Statistics